



# Station Order Add to Schedule FL Vote No on 6 Committee

**Market:** Tampa-St. Petersburg

**Flight Dates:** Monday, October 29, 2012 to Tuesday, November 06, 2012

Estimate ID

12103

**Contact:** Matt Oestreich

**Email:** moestreich@wfla.com

**Phone:** 813-221-5742

**Fax:** 813-275-8835

**Direct:** 813-314-5462

JM112092401

## WFLA-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
				Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
Today II	DT	M-F	\$1,050.00			1						1	2
9:00 AM 10:00 AM		30	\$2,100.00										
Station Gross Totals			\$2,100.00			1						1	2

Chris Vail

**Media Strategies and Research**

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

ChrisV@mediastrategies.com

Date/Time Sent: 9/20/2012 10:41:04 AM

WFLA-TV

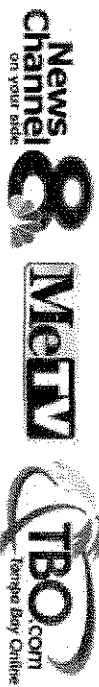
Page 1 of 1

09/21/12

JM 9/24/12

Media Strategies & Research - VA  
 11350 Random Hills Road  
 Suite 670  
 Fairfax VA 22030

Vote No On 6/ Issue  
 Submission Number 135 Issue 1



WFLA-TV  
 P.O. Box 1410  
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Vote No On 6/ Issue	Submission Cost:	2100	Campaign Ref:	JM112092401
Buyer:	..	Client/Product/Estimate:	././12103	Sales Rep:	WFLA Political
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	
Est./PO Number:		Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Vote No On 6/ Issue	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
1	M-F 9a Today Show II ..W....	01	1050	30 Comme	Nbr of Spots 1		1	1050
2	M-F 9a Today Show II T.....	01	1050	30 Comme	Nbr of Spots 1	1	1	1050
Weekly Totals: Total Spots(Ord Spots)					1	1	2	

Grand Totals					Month 11 Weeks: 4			
Totals					10/29	11/05		
Spots					2	1		
Cost					2100	1050		

Grand Totals:	Spots:	2
	Gross Total:	2,100.00
	Commission:	315.00
	Net Total:	1,785.00

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> WFLA-TV      Tampa-St. Petersburg	<b>Date:</b> 9/20/2012
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**I, Media Strategies and Research**

do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Monday, October 29, 2012			Tuesday, November 06, 2012		

**Total Charges: \$2,100.00**

This broadcast time will be used by: FL Vote No on 6 Committee

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
 ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

**FL Vote No on 6 Committee**

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

736 Central Ave, Sarasota, FL 34236

Judith Selzer  
561-472-9941

Barbara Zdravecky

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

Thursday, September 20, 2011

Date

Signature

303-989-4700

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

34214  
Media Strategies & Research - VA  
11350 Random Hills Road  
Suite 670  
FAIRFAX VA 22030

REP: WFLA ( Local ) Misc  
SLSP: WFLA Political  
ADV: Vote No On 6/ Issue  
PROD: Vote No On 6/ Issue

2012 WFLA I SS  
INVOICE DATE 11/25/12 JM112092401  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100033444 PAGE 1 BROADCAST MONTH 10/29/2012 - 11/2  
SCHEDULE DATES 10/29/12-11/11/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: . / . /12103  
Desc: Campaign Option Number 1, Booking1

SCHEDULE				ACTUAL BROADCAST								RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH	M/G	FOR	PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 9a Today Show II						*WFLA				:30 Commercial			
	1050.00	1	1	10/31	WE	09:59A	30			FL6-101H	1050.00		
	1050.00	2	1	11/06	TU	09:51A	30			FL6-101H	1050.00		
Total Airtime Gross Spot Revenue:							2,100.00						

PERIOD COST 2,100.00

2 Total Units  
ACTUAL GROSS BILLING 2,100.00  
AGENCY COMMISSION 315.00  
NET DUE 1,785.00

SUB-TOTALS Debits .00  
TOTAL RECONCILING Credits .00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER  
Vote No On 6/ Issue

PRODUCT  
Vote No On 6/ Issue

INVOICE NUMBER  
0100033444

BROADCAST MONTH  
10/29/2012 - 11/25,

AMOUNT DUE  
1,785.00

REMIT TO:

\*00174

000034214  
Media Strategies & Research - VA  
11350 Random Hills Road  
Suite 670  
FAIRFAX VA 22030

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



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